Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats-and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print, or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be vio-lated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

New York City.

Dear Sir:

As a reader of The Tribune for over forty years. I am availing myself of the new department, The Ad-Visor, to ask if the Berlin Laboratory, Ltd., is a reliable concern and if the Intesti-Fermin Tablets prepared by them have the merits claimed. I have known of the remarkable and numerous instances of longevity among Bulgarian peasantry, due, as they claim, to use of fermented milk. I shall be glad to receive any information you may be able to send me on this.

SAMUEL S. WEBBER.

The longevity of the Bulgarian peasantry is due largely to the health-The longevity of the Bulgarian peasantry is due largely to the nearthful, simple, out-of-door life they lead and not specifically to any particular
food habit. "Sour milk therapy," so called, has become fashionable in
America of late, and Intesti-Fermin is merely another exploitation of it.
The expert of the American Medical Association writes me as follows regarding the preparation:

"The claim that the Intesti-Fermin Tablets are a 'concentrated corrective food tonic' is silly. The further claim that Intesti-Fermin 'attacks'

"The most that could the longevity of the Bulgarian peasantry is due largely to the neatthful, simple, out-of-door life they lead and not specifically to any particular
ber and Sam Schepps, whose testimony
effected Becker's conviction.

Mr. Perkins and his assistants, Royal
H. Weller, James A. Delahanty and
Robert S. Johnstone, were busy in the
District Attorney's office yesterday
from 8:30 a. m. until midnight. Becker's attorneys also were actively engaged in making ready for the fight to
keep the former lieutenant from death
in the electric chair on Wednesday
in the electric chair on Wednesday
morning.

"When I first went to prison I was
jibed at and reviled. Cries of 'Hooray
for the Lord!' and 'Good morning,
Ry. Perkins and his assistants, Royal
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"No," replied Hicks. "I found only
"No," replied Hicks. "I found only
"No," replied Hicks." If found only
"No," replied Hicks." "I found only
"No," rep

the poisons' in the lower digestive tract is not true. The most that could morning. be claimed for such tablets would be that they tend to arrest putrefaction.

The statements that have been made that the daily use of Intesti-Fermin

'promotes physical and mental health' and is a 'truly scientific aid to high

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The statements that have been made that the daily use of Int efficiency in everyday life' are gross exaggerations. The advertisements felt slippers. His fountain pen, writing paper, tin cup and many other comforts, including his mattress, will the fact that they are not medical products. This, of course, is merely John B. Johnstone, of Becker's countechnical subterfuge, for the purpose, presumably, of getting advertisesel, accompanied Mrs. Becker to Sing Sing yesterday afternoon. They rements accepted by such publications as ordinarily reject medical 'copy.'"

As for the Berlin Laboratory, Ltd., which puts out Intesti-Fermin, it 2

As for the Berlin Laboratory, Ltd., which puts out Intesti-Fermin, it has been made the defendant in a suit brought by Professor Metchnikoff, the famous biologist and discoverer of the Bacillus bulgaricus, to restrain it from the further use of his name in the advertising and exploitation of its product.

I note in your issue of July 8 a letter from James B. Reilly, secretary of the Patent and Ensmel Leather Manufacturers' Association, in which he directs your attention to alleged fraudulent advertising of commodities represented to be genuine leather, but which are not. We are interested in this matter, not because we make or advertise a commodity represented to be leather, but because we manufacture Fabrikoid, a substitute for leather which leather, but because we manufacture Fabrikoid, a substitute for leather which facturers dye, coat and emboas to make them look like genuine grain leather, but because worked as to how they are to dispose of the byreduct of fessly material which is split away from the underside of the portion of the hide suitable for genuine leather upholstery. You will note that we do not claim Fabrikoid is superior to the best grade of leather, namely, genuine, hair-side grain leather, but we do claim and can readily prove that it is much stronger and more serviceable than coated split leather. However, we decided some time age to abandon this experience of the objections raised by Mr. Reilly to the use of the words artificial leather, which we think are entirely unfounded and illogical, but because we consider our product is too good to pass as artificial leather, which we consider our product is too good to pass as artificial leather which leather which leather the principal keeper, where Becker and his wife were in embrace for some minutes after Becker had been brought in. The confident spirit of Mrs. Becker the bear husband to cease, temporarily at least, thinking of the fact that practically every arrangement has been made for his execution. At no time since Becker was brought in.

T I note in your issue of July 8 a letter from James B. Reilly, secretary of the Patent and Enamel Leather Manufacturers' Association, in which he directs your attention to alleged fraudulent advertising of commodities represented to be genuine leather, but which are not. We are interested in this matter, not because we make or advertise a commodity represented to be leather, but because we manufacture Fabrikoid, a substitute for leather which is designed especially to replace certain parts of animals which leather manufacturers dye, coat and emboss to make them look like genuine grain leather.

Leather manufacturers are seriously worried as to how they are to dispose of the byproduct of fleshy material which is split away from the under side of the portion of the hide suitable for genuine leather upholstery. You will note that we do not claim Fabrikoid is superior to the best grade of leather, namely, genuine, hair-side grain leather, but we do claim and can readily prove that it is much stronger and more serviceable than coated split leather.

However, we decided some time age to abandon this expression (artificial leather), not because of the objections raised by Mr. Reilly to the use of the words artificial leather, which we think are entirely unfounded and illogical, but because we consider our product is too good to pass as artificial anything.

On the use of the word "artificial" in connection with fabrics made

Irresson tartificial leathers, not because we consider the words artificial peather, which we think are entirely unfounded and illigical, but because we consider our product is too good to pass as artificial anything.

On the use of the word "artificial" in connection with fabrics made up for use as leather substitutes I find myself still with Mr. Relly and against Mr. Lord. Manufactured substances do exist which are practically of the same constituency as the natural—ice, for example. One can skate on artificial ice or employ it as a chilling agency for his cockitall, or successfully put it to any use for which natural ice is fitted. On the other hand, there is the so-called artificial egg, invented by a Newark genius. It may be an excellent article of its kind, but I fancy that any hen who attempted to raise a family from it would be doomed to tragic disappointment. How much fairer to the hen to call that egg "imitation"! So also with leather substitutes; the world will me an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a Newark genius. It may be an excellent artificial egg, invented by a new for the control of the control of the control of the cont to pass as artificial anything." There he fights on impregnable ground.

It is with a feeling of sadness that the traveller on the New York Central approaches Pokeepsis and reflects on the good meals once furnished. There is no exaggeration in describing the make of sandwiches served there to-day, when it is stated that the component parts that go to make up a sandwich, bread, cheese, ham or tongue, are cut so thin that you can almost read print through it. The writer has had several of these wonderful apologies for a sandwich, when the bread was an eighth of an inch in thickness. There may be a nice discrimination as to value received, but the manager of this particular restaurant adopts a rank overenthusiasm in standardizing his goods.

TRAVELLING MAN.

At times the Ad-Visorial intellect threatens to crack under the strain imposed upon it. This is one of the times. Here arises a question of universal import, and there are no standards or data obtainable. Food specialists, analysts, controversialists, chemists, pamphleteers and government experts are filling the public ear with their judgments, opinions and arguments on nearly everything edible and potable, but nowhere is there to be found any measure for the common, domesticated or kitchen sandwich—ham, tongue or cheese. Dr. Wiley is silent as the grave on this vital topic. Mr. McCann has neither expounded nor exposed nor even started a stall for the sale of the article. Up to date Arthur Brisbane has editorially dodged the issue. In this dearth of data the Ad-Visor is fain to turn to literature for enlightenment. Somewhere, it comes to my mind, Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has set the cachet of her social approval upon the Miss Marie Corelli has depth at Arverne, and was changing. Several quality of "wafer thinness" in this refection, as "toyed with" by one of her thrilling heroines. But this is in connection with afternoon tea, a function quite beyond the range of the Poughkeepsie wayside inn. Nor should one accept Miss Corelli as final. It is necessary to inquire whether this type of airy sandwichery would appeal equally to other authorities of authordom. Perhaps to Mr. Robert W. Chambers (naturally the contents would be caviare with him) and Miss Laura Jean Libbey. But Mr. Rex Beach would presumably demand something more man-sized, while nothing short of gobbets of bread inclosing a hunk of crimson flesh would satisfy the hunger-lust of Mr. Jack London. On the other hand, one may be sure of Mr. Richard Le Gallienne that he would accept no sandwich of a consistency too gross to be inhaled. Insuperable difficulties surround and obscure judgment upon the subject. It is not even certain that quality as well as quantity should not enter into the question. The Ad-Visor, turning to more obvious and less esoteric subjects, begs to pass on to his fellow slave of the column, F. P. A., the pregnant query: How thick is

I beg to intrude upon your valuable time to see if you can help me to get on the right road. I am 22 years of age and about five years ago my physician ordered outdoor employment. While regaining my health I began the study of advertising, its means and the proper methods of applying it to different purposes. Now my reason for addressing you, to whom I am unknown, is to ask if you could supply me with a suggestion or two as to how I could find a market for my knowledge.

L. K.

Many letters of this general purport have been received since the department opened for inquiries. With every goodwill toward and sympathy for L. K. and his fellow employment seekers, the Ad-Visor must, unfortunately, decline to give advice as to obtaining employment or the marketing of various kinds of knowledge, experience, or ability. That is quite beyond the purpose and scope of this department. Its avowed purpose is to advise those who have bought or may buy through the representations or misrepresentations of the printed word. The selling of advertising, the commodity, is quite another matter; a matter, in-deed, so involved in questions both of personality and technicality that only an expert familiar with the specific attainments and character of the applicant could hope to give counsel of any value. At the head of this column will be found the Ad-Visor's reservation of the privilege of pleading ignorance when that is the right answer. In the case of correspondents seeking a career, it is the only answer at command.

In The Sunday Tribune for August 1 Mr. Adams will have a story of importance to a large number of business men. It will be worth your while to see that you do not overlook this.

INFORMERS JOIN PERKINS'S FIGHT ON BECKER PLEA Robert Hicks, Whose "Hap-

Rose, Vallon, Webber and Schepps Give Sworn Statements.

SLAYER WILL PUT ON **DEATH SUIT TO-DAY**

Wife Is Optimistic After Prison Visit-Court Ready to Hear

New Trial Plea.

To combat the affidavits to be presented this morning before Justice John Ford, in the Supreme Court, on behalf of Charles Becker, in his motion for a new trial, District Attorney Perkins will submit sworn statements from Jack Rose, Harry Vallon, Bridgie Webles and Sem Schenns whose testimony is supported by the sand Sem Schenns whose testimon is supported by the sand Sem Schenns whose testimon is supported by the sand Sem Schenns whose testimon is supported by the sand Sem Schenns whose testimon is supported by the sand Sem Schenns whose testimon is supported by the sand Sem Schenns whose t

Sing yesterday afternoon. They remained with the condemned man from 2 o'clock until nearly 8 o'clock. Becker was given the details of the latest

WINTER GARDEN

NEW AMSTERDAM

ZIEGFELD MIDNIGHT FROLIC.

"IT PAYS TO GOT 'EM ADVERTISE" ALL BEAT.

GEO COHAN'S Theatre, B'may and the

PASSING

SHOW - 1915

Best of All Winter Garden Shows. Enthralling Visions of Girls Divinely Fair, \$1.50 Matine To-Morrow, EVES, 50c, \$1.00, \$1.50, \$2.00.

Self-Made Prisoner, Pardoned, Seeks to Uplift Blackwell's Men OF FIRE PERILS

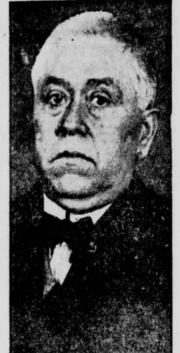
piest Days Were Spent on Island," Says Sing Sing Welfare League Plan Would Not Succeed in Penitentiary.

"Among the happiest days of my life were the forty days I spent in the Blackwell's Island penitentiary."

This was the paradoxical statement made by Robert Hicks, sentenced June I for a crime which he confessed to have perpetrated ten years before to ten months on Blackwell's Island, and was pardoned by President Wilson on July 15, at his home, 50 Horatio Street, yesterday.

he electric chair on Wednesday norming.

Becker will don the garb of the loomed to-day. On returning to his ell from his bath he will find a suit of blesk a white shirt and a black tie of blesk a white shirt and a



DEATH DEDICATES SING SING'S POOL

Prisoner Had One Year to

BARS SAN FRANCISCO
SUIT AT BRIGHTON

Fair Wearers Protest, but Are
Forced to Don More of Bathing Costume.

The San Francisco suit was barred at the Brighton Baths yesterday, and fifteen women were asked to add something to their costumes. There were protestations, but the management was firm. Several of those who wore the censored garments compromised by draping towels from their waists. They were permitted to remain on the beach at the circular pool. Others left, a similar experience.

ciety. They would come out worse than they went in.

"And there," said Hicks, smoothing his gray hair, as his eyes lit up with enthusiasm, "is where I want to do some good. I talked to all the men I could during my brief imprisonment. I gave some of them Bibles. They are scarce on the island. I have a number of letters from men whom I helped. Here is one from Harold Morris. (He showed three pages of penciled wrapping paper.) I gave him a Bible. He life before it is too late."

read it, and has turned from atheism to the worship of God.

"I feel that I can do some good to those poor fellows. Here am I, with my three children and my wife, happy again. I must carry on God's work. I comorrow and try to conduct some informal religious meetings at the island. I am starting life again at fifty-seven. Perhaps my experience will help some of them to lead the better ping paper.) I gave him a Bible. He life before it is too late."

BARNES CALLED RUM AID

Temperance Advocate Charges Designs on Constitution.

William H. Anderson, superintendent of the Anti-Saloon League of New York, at a meeting yesterday in the and be stored in the subway; that the Serve—Six Drownings
Day's Toll.

York, at a meeting yesterday in the subway, that the wooden cars, wooden third rail guards, an attack on William Barnes, former chairman of the New York State Republican Committee.

Richard Desilva, one of the first prisoners to make use of the new swimming pool at Sing Sing, was drowned yesterday. During the ball game Desilva and five others got passes from William Willett, ir. manager of the pool, to leave the prison which are the prison which the new constitution a provision under way. Action to reduce the quantities of gasolene, kerosene lubricating oil and other inflammable liquids are stored at points in the subway. Action to reduce the quantities way.

MAYOR WARNED IN OLD SUBWAY

Commissioner Adamson Calls for Removal of Wood from Tube.

STATIONS USED

Fireproof Wiring, Alarm System and Other Reforms Recommended in Report.

An increasing frequency of fires in An increasing frequency of the subway and dangerous conditions created by bad fireproofing methods, together with the presence of a large amount of inflammable materials, are two main features of conditions in the system pointed out in a report filed with Mayor Mitchel by Robert Adam-son, Fire Commissioner, and made pub-lic yesterday.

lie yesterday.

The report is based on an investigation made at the request of the Mayor following the fire of January 6, when one woman was killed and many persons suffocated. The amount of nonfreproof insulation, the report says, indicated the possibility of a disastrous fire in the subway, showing bad planning and poor workmanship.

Since the beginning of supway opera-

ning and poor workmanship.

Since the beginning of subway operation, says the body of the report, which was prepared by a special board, consisting of Chief John Kenlon, Putnam A. Bates, chief of the bureau of fire alarm telegraph, and J. O. Hammitt, chief of the bureau of fire prevention, there have been 102 fires and accidents in the surpole precessitating the sumin the tunnels, necessitating the sum-moning of the Fire Department.

A tabulation of these calls, the report continues, shows that they are occurring with increasing frequency,
there being no calls in the first two
years, only two in 1904, six in 1905,
four in 1906, four in 1907, three in
1908 and five in 1909.

In his report to the Mayor, Fire Com-missioner Adamson says that it was shown that subway cables are not in-culated according to modern fireproof-ing methods. Also, he said, more frequent openings for emergency exits are needed. He continues:

"In addition to this, the investigators

was found. Recommendations by the board of inquiry, he states, call also for the installation of fireproof wiring, a complete separation of lighting, a complete separation of lighting, signalling and other safety currents an independent pilot light system, supplied by storage batteries and acting automatically in case of accident, and the installation of a new complete fire alarm system, connecting directly with Fire Headquarters.

of 169 Essex Street; Jacob Marks, of 2023 Seventh Avenue; David Marks, of 2023 Seventh Avenue

Jewelry of Women Bail Men Arrested.

Five men whose bathing suits. if pieced together would just about make one respectable garment were arrested yesterday between Rockaway Park and Arverne. Women companions gave their jewelry to bail them out.

Those arrested were Joseph Presser, chosen him as its candidate.

SURF CUTAWAYS JAIL FIVE

bracelets and watches were flung upon
the lieutenant's desk. The five will be
arraigned to-day before Magistrale
Conway in Jamaica.

Fusion Favors Humphrey.



Fifteen cheers! Off on the Big Sale at 8 o'clock this morning.

7725 men's Summer suits. Mixtures and serges.

All sizes—32 to 54 chest.

1463 were \$18.00

1223 were \$20.00

1519 were \$22.00

1877 were \$25.00

809 were \$28.00

285 were \$30.00

549 were \$32 to \$38

\$15 now.

ROGERS PEET COMPANY

Broadway

at Warrer

at 34th St.

Fifth Ave. at 41st St.



Good Business

THE mass of information which is piling up in our Bureau of Investigations is an absolutely unique library on business. There has never been anything like it. Any newspaper could make such a collection of facts, but The Tribune is the only paper doing it.

We know of course that this policy inevitably reacts in our favor with advertisers. It is so reacting now. That is the beauty of it. It is good business.

But our satisfaction in this is infinitely increased by knowing that we are offering to you as a Tribune reader a service so tangible and helpful that it permits you to learn without charge from us the exact value—the worthiness—of any advertised article. Use this service—write to Adams.

The Tribune

First to Last-the Truth: News-Editorials-Advertisements



"HANDS-UP WINS HANDS-DOWN

39th ST. Thes. THURS. EVE. NOBODY HOME THE LAST LAUGH "THE EDWARD ABELES. CASINO OPEN MON, AUG. 2 Seats. BOOTH 45th, W. of B'way, Ets. 8:2 LOUIS MANN BUBBLE THE BLUE PARADISE WITH CECIL

ZIEGFELD FOLLIES

LONGACRE West 45th Street, Evenings 8:30.
Popular Mai, Westnesday, 2:30.

P 8. F. KEITH'S

A LA CE B'say,
Daily Mal. 35 to 16.
DELICIOUS LEMONADE FREE TO ALL.

LUNA Free Concerts, Free Toys, Free Circus, Free Shows PRIZE DANCING CONTEST THURSDAY NIGHT VITAGRAPH 4th & B'way, 10c, 15c, 15c, "MY LOST ONE," 25c, 50c, "THE GODDESS" (12th chapter)

THE LIBERTY W 42D ST Hit of New York A FULL HOUSE Fred